

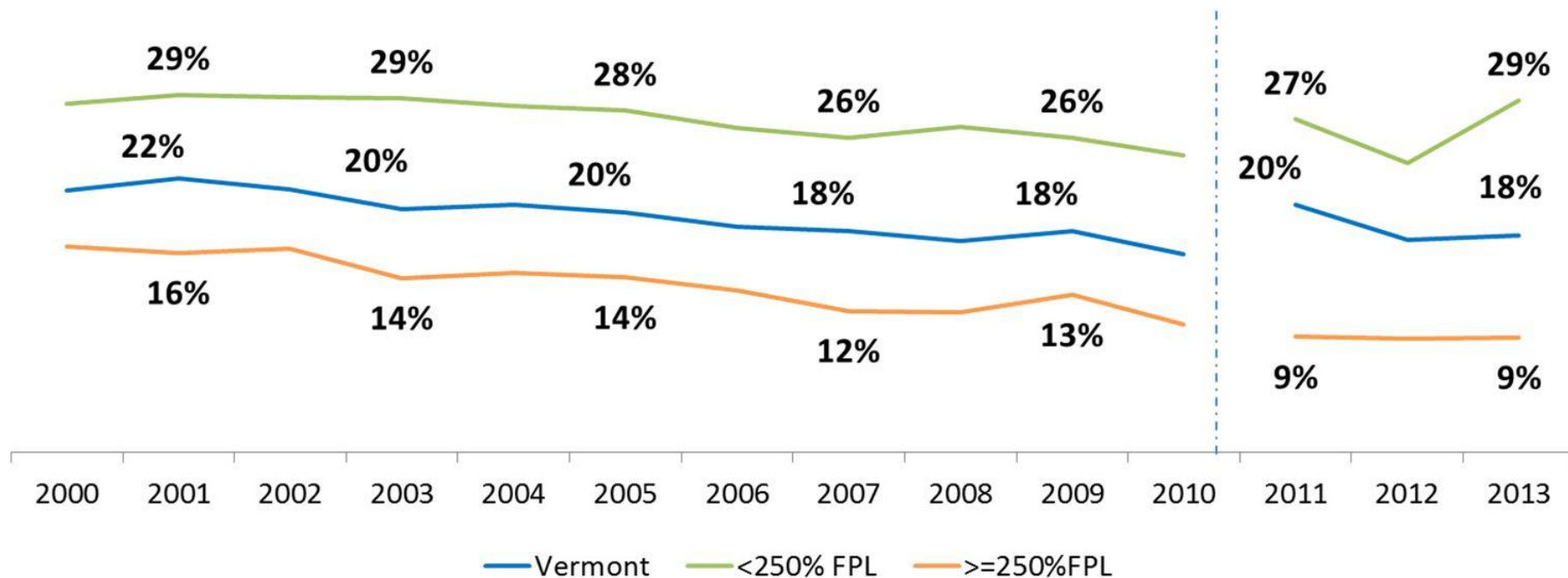


2014 Cessation Report

Program Outcomes & Results

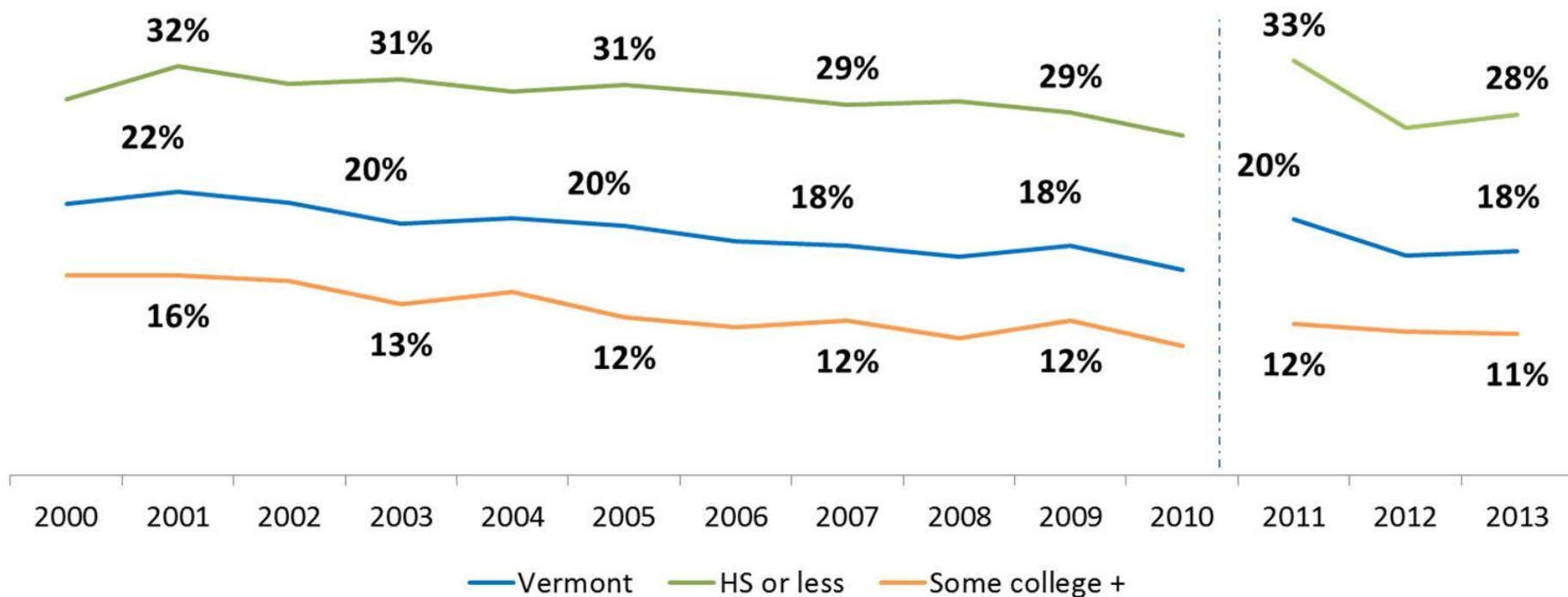


Smoking Prevalence*, overall and by FPL category BRFSS 2000 - 2013



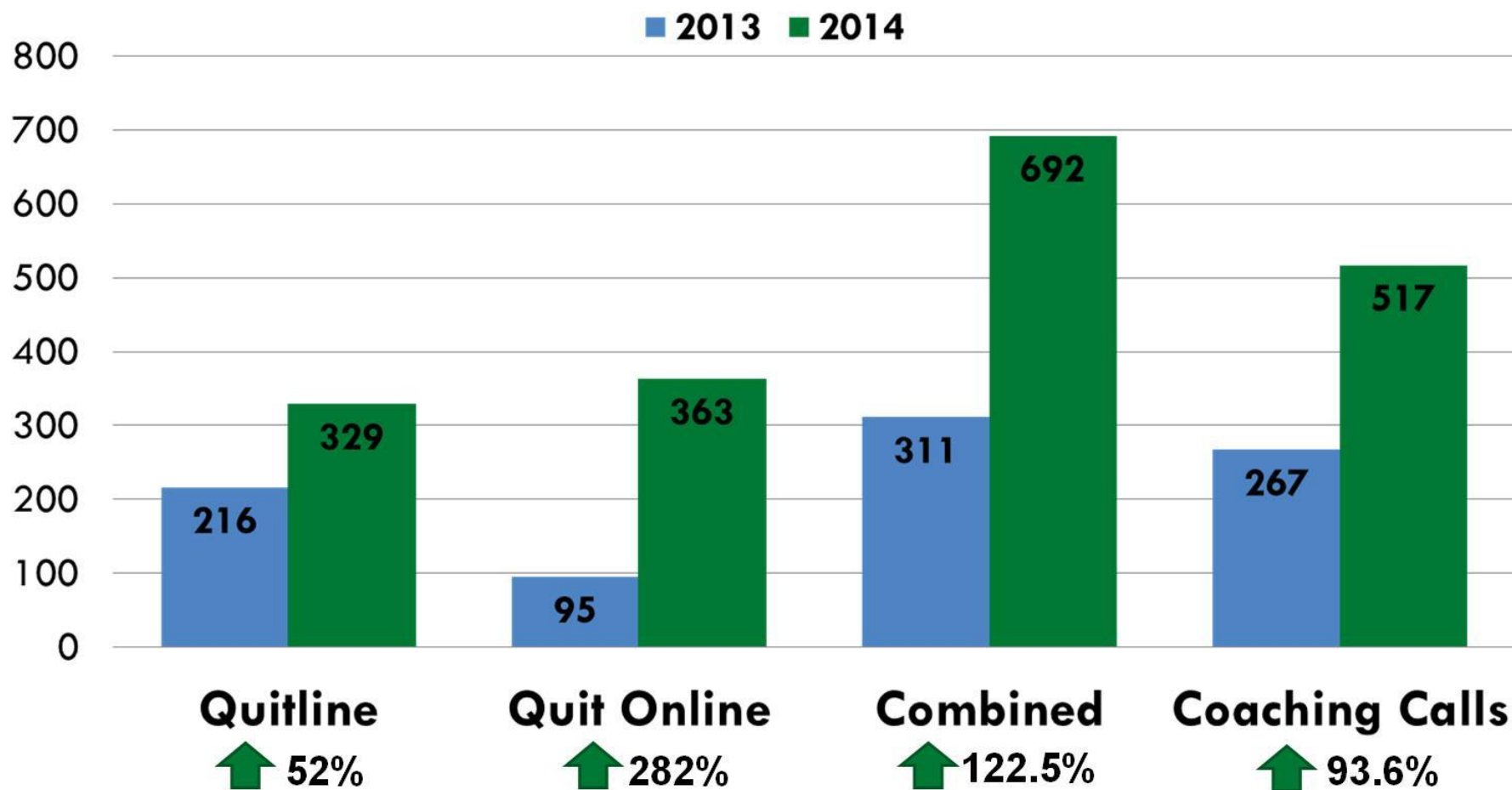
*All data on this page are age adjusted to the U.S. 2000 population
BRFSS methodology change in 2011 - cannot make direct comparisons of data pre and post change

Smoking Prevalence, overall and by education category BRFSS 2000 - 2013



*All data on this page are age adjusted to the U.S. 2000 population
BRFSS methodology change in 2011 - cannot make direct comparisons of data pre and post change

Results – Record Medicaid Participation

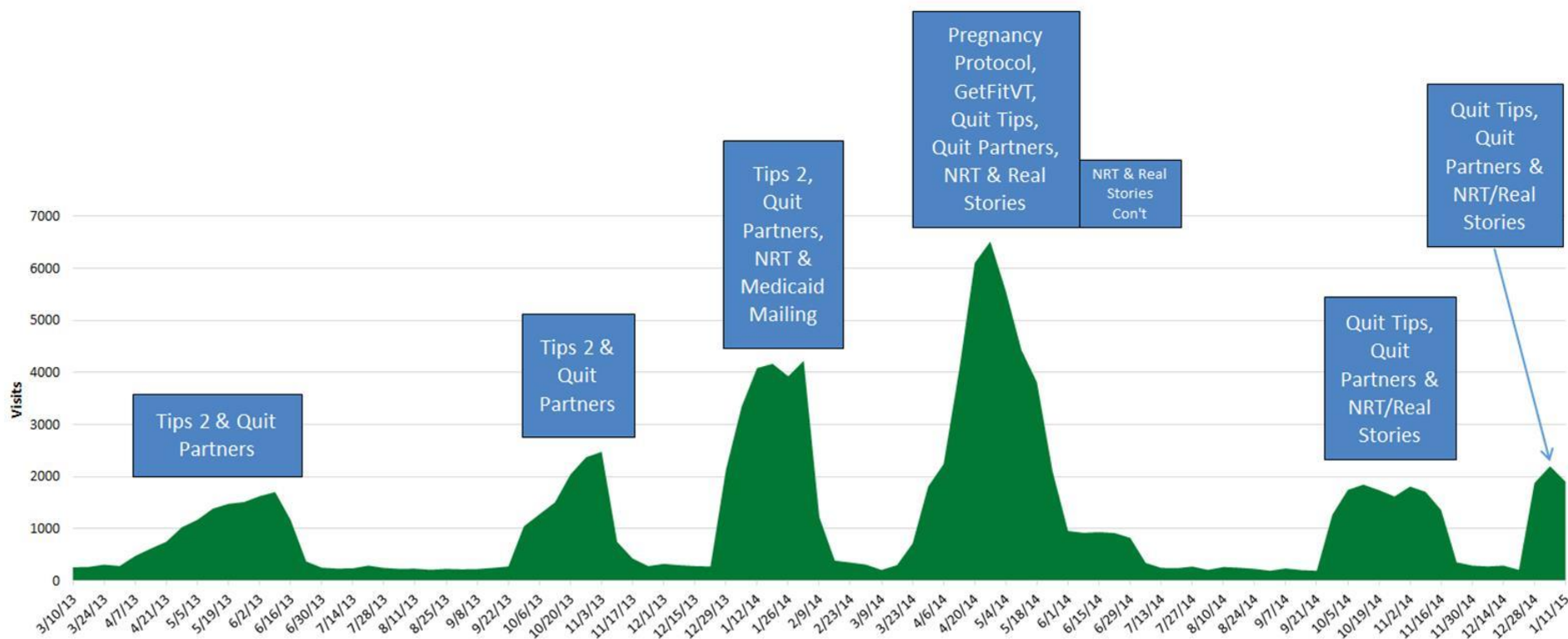


Results – Record Quit Tool Orders

	2012	2013	2014
January	156	37	64
February	102	38	750
March	89	29	239
April	76	55	114
May	70	40	62
June	65	60	71
July	43	48	36
August	59	40	32
September	44	29	42
October	32	29	66
November	18	31	32
December	32	16	67
TOTAL	786	452	1,575

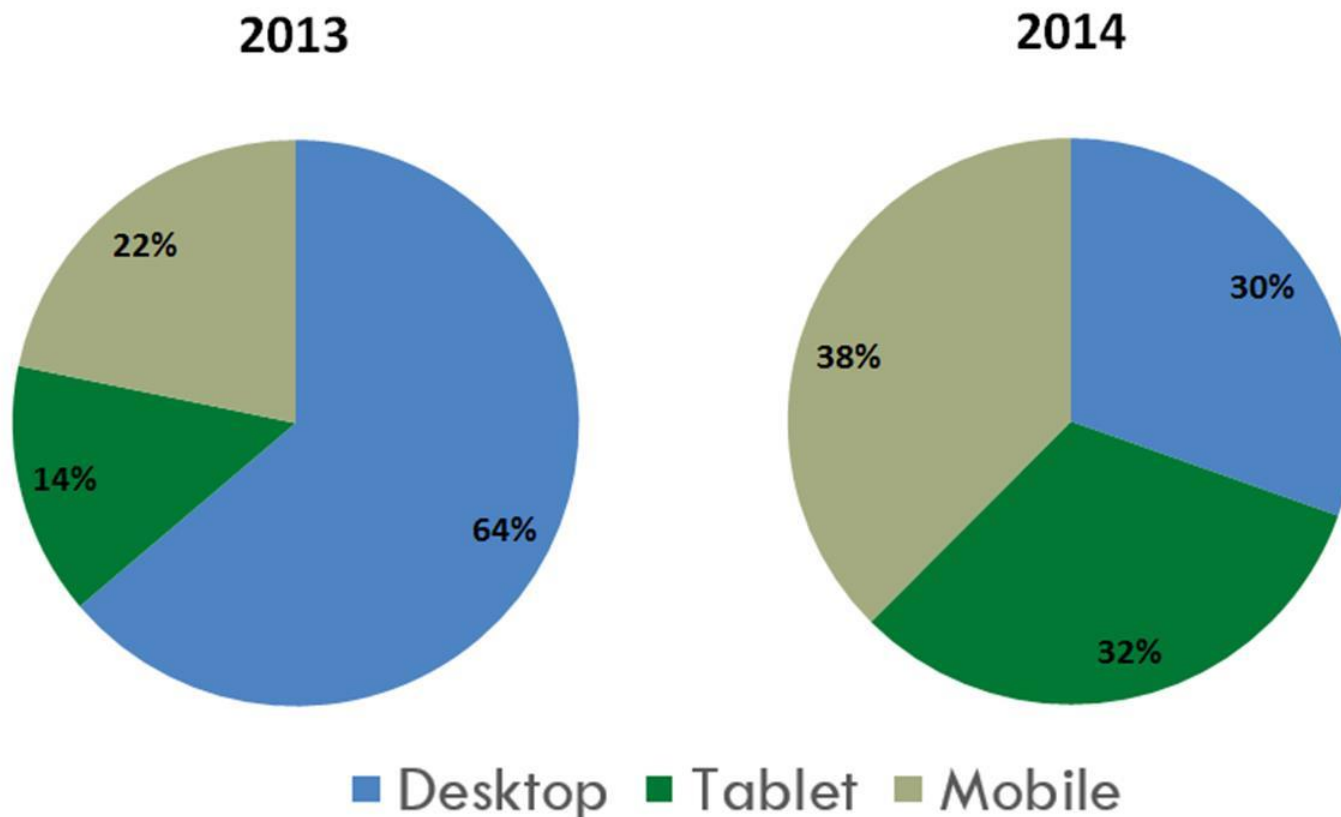


Results – Website Visits



With the campaigns noted, we can see **the top driver to the site is paid media**. The current Winter Quit Tips, Quit Partners and NRT/Real Stories campaigns started on December 29, 2014.

Results – Website Visits by Device



Mobile visits  257%

Tablet visits  360%

Comparing
2014 (Jan 1 – Dec 31, 2014)
2013 (Jan 1 - Dec 31, 2013)

Vermont Department of Health

Results – Views of Key Pages

	NRT	Baby	Stories	In Person Quit Help
2013	1,756	193	3,338	7,699
2014	36,206	8,357	13,488	11,636
% Change	+1,962%	+4,230%	+304%	+51%

Comparing
 2014 (Jan 1 – Dec 31, 2014)
 2013 (Jan 1 – Dec 31, 2013)

Pregnant Women



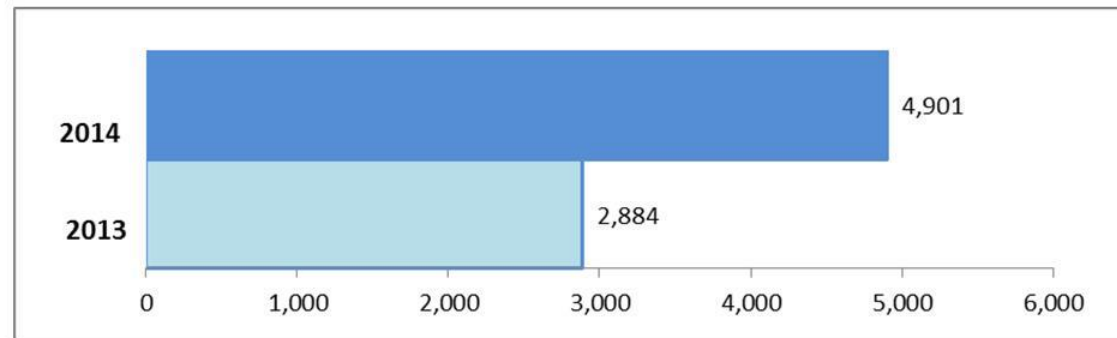
In 2013, 18.2% of pregnant VT women smoked = 1,081 women

- 2014 on 802Quits.org's "baby" page – Kathryn video
- 2015 TIPS ad "Amanda" – focus on harmful outcomes to baby
- Vermont Quitline offers enhanced services to pregnant /postpartum women:
 - * extra counseling (9 calls)
 - * dedicated quit coach
 - * up to \$65 in incentives to do coaching calls
- 2013: 32 women took advantage of Quitline pregnancy protocol
- 2014, 43 women took advantage (34% ↑)

VDH partners with TCP include WIC and Maternal and Child Health on reducing tobacco use among women of childbearing age.

Unique Visitors to Quit Online

QuitLogix is
the NJH
cessation
website



Use of Cessation Services

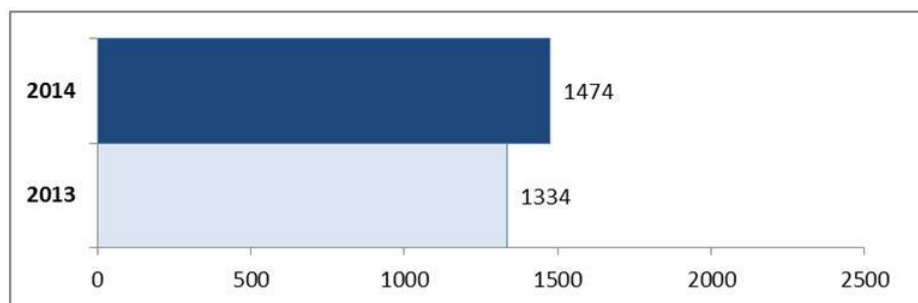
- Total number of Vermonters served by Quit by Phone and Quit Online in 2014 is **3,645** compared to 2,260 in 2013. This is a 61% increase.
- Total number of Vermonters who received NRT through Quit Partners in 2014 was **1477** compared to 1217 in 2013. This is a 21% increase.



Use of Cessation Services – Quitline and Quit Online

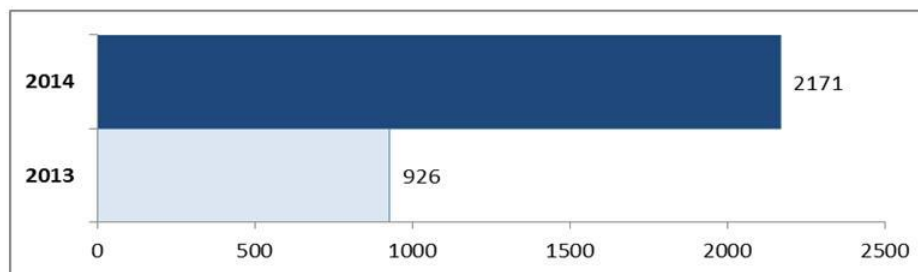
Use of both arms of 802Quits has increased since 2013, with the most dramatic uptick in the number of people who are using the online cessation service.

☐ Quit by Phone Registrants:



11% ↑

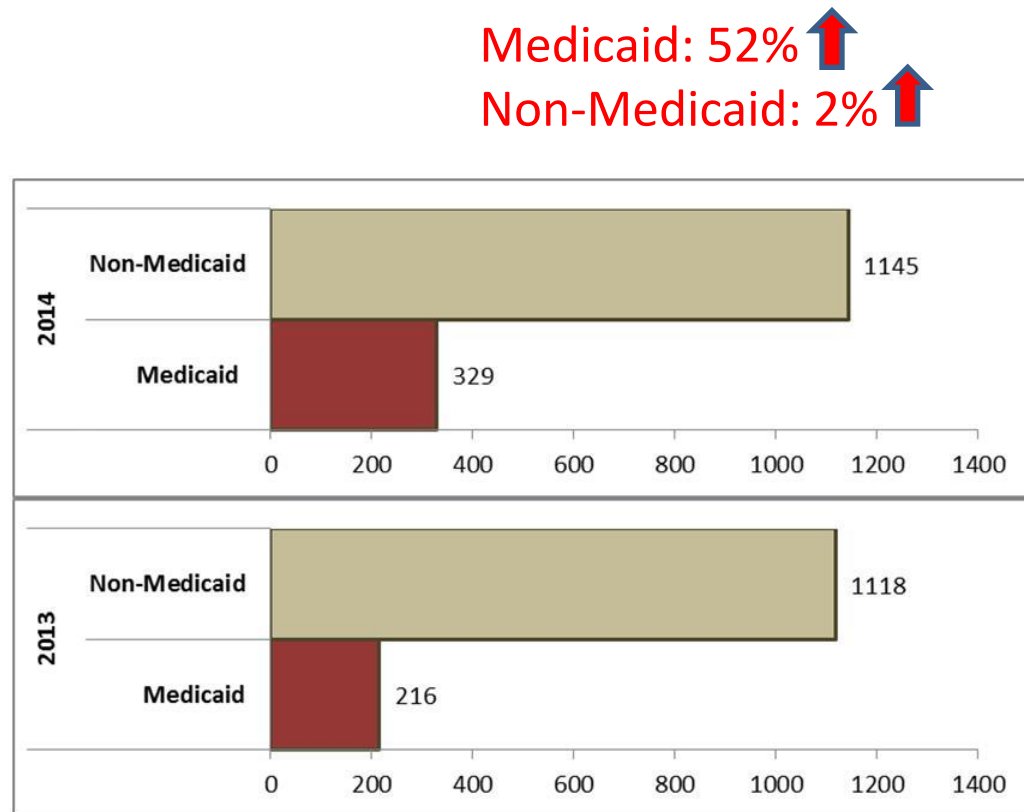
☐ Quit Online Registrants



134% ↑

Medicaid Registrants to Quit by Phone

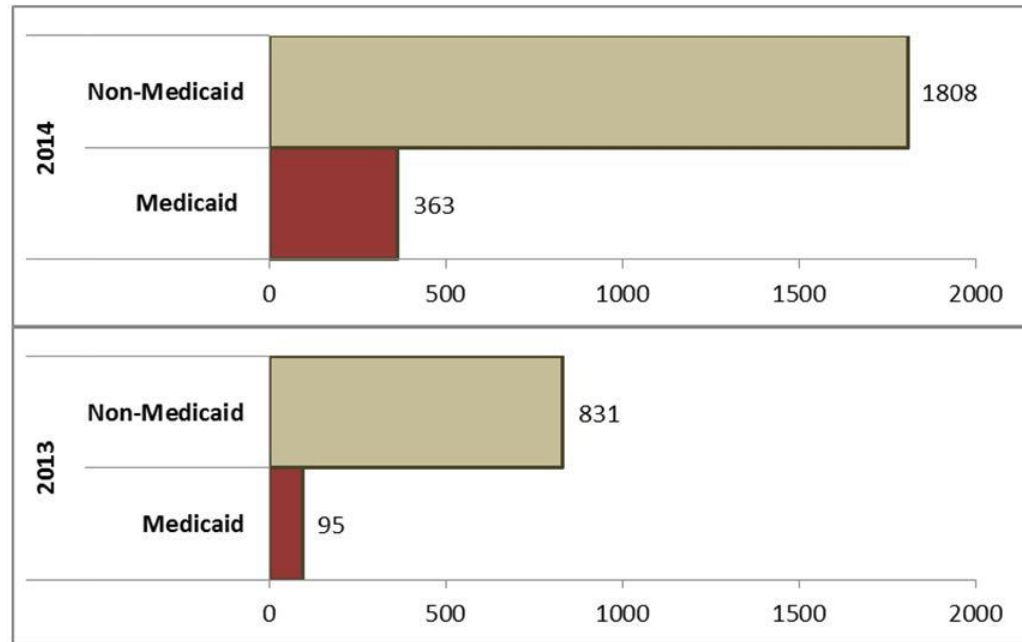
Medicaid members registering for Quit by Phone increased by 52% between 2013 and 2014.



Medicaid Registrants to Quit Online

Medicaid registrants to Quit Online nearly more than tripled between 2013 and 2014.

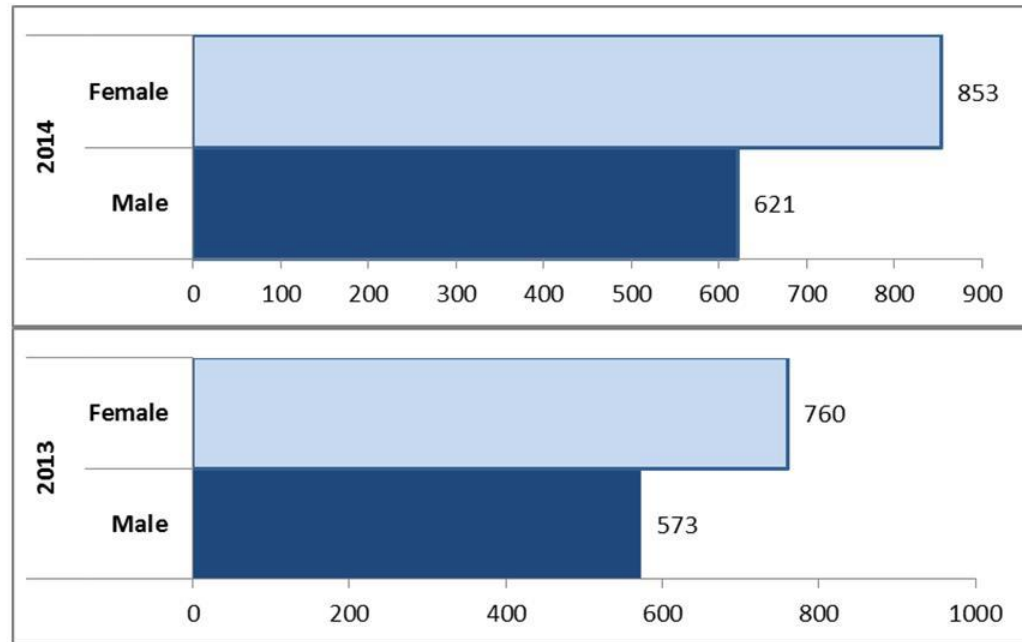
Medicaid: 282% ↑
Non-Medicaid: 118% ↑



Quit by Phone Registrants by Gender

While women still make up the majority of callers, increases in registrations to **Quit by Phone** services were observed for both men and women between 2013 and 2014.

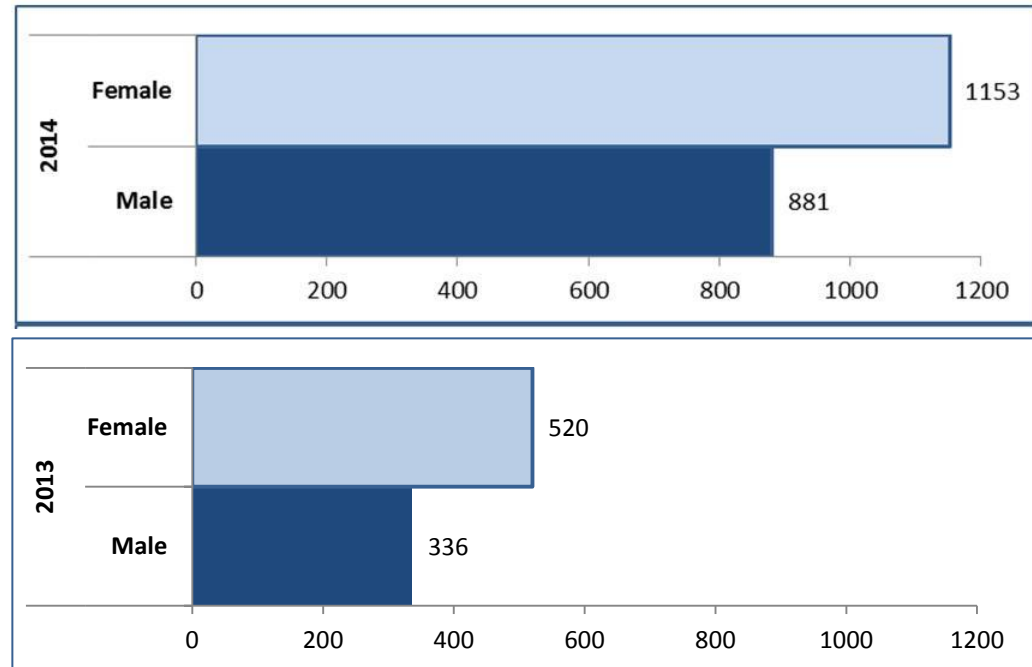
Female: 12% ↑
Male: 8% ↑



Quit Online Registrants by Gender

Women are also the majority of Quit **Online** users, and we saw a substantial increase in registrants between 2013 and 2014 among both men and women.

Female: 122% ↑
Male: 162% ↑

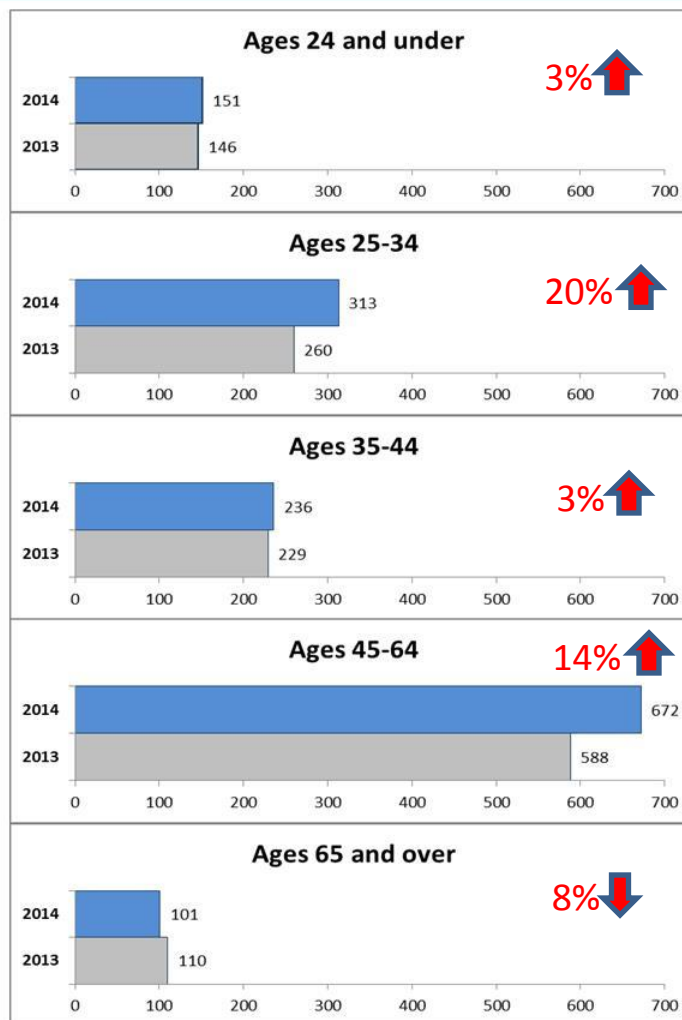


Quit by Phone Registrants by Age

For **Quit by Phone** registrations, the age groups from which we saw the greatest increases between 2013 and 2014 were:

-**25-34 year olds** (target group for campaigns)

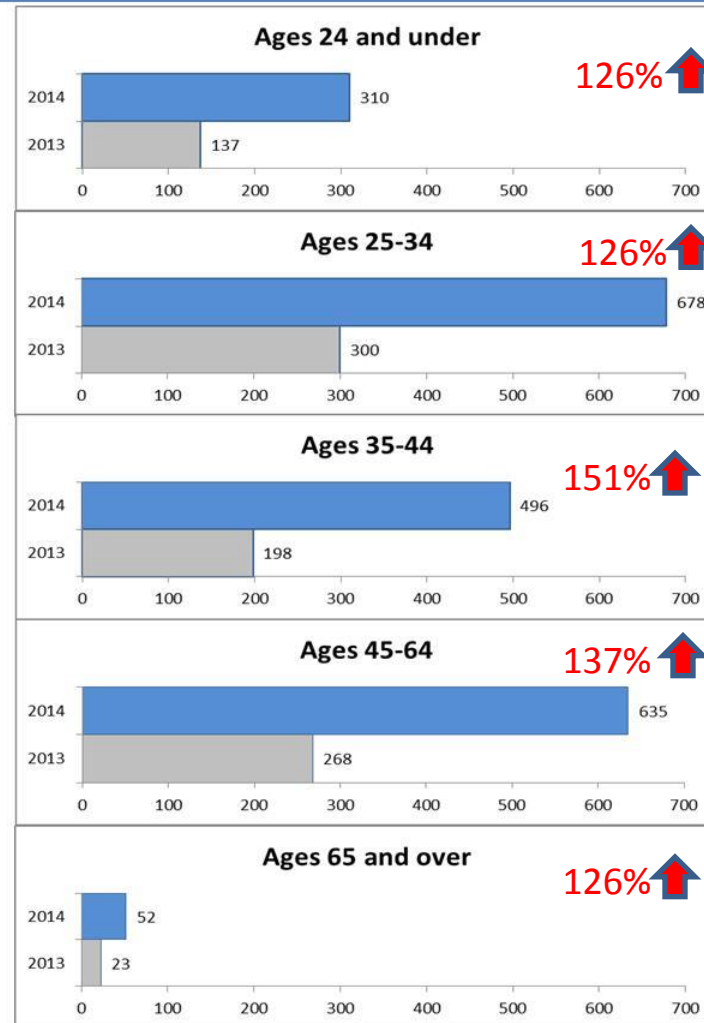
-**45-64 year olds**



Quit Online Registrants by Age

All age groups had fairly dramatic increases between 2013 and 2014 for Quit **Online** registrations.

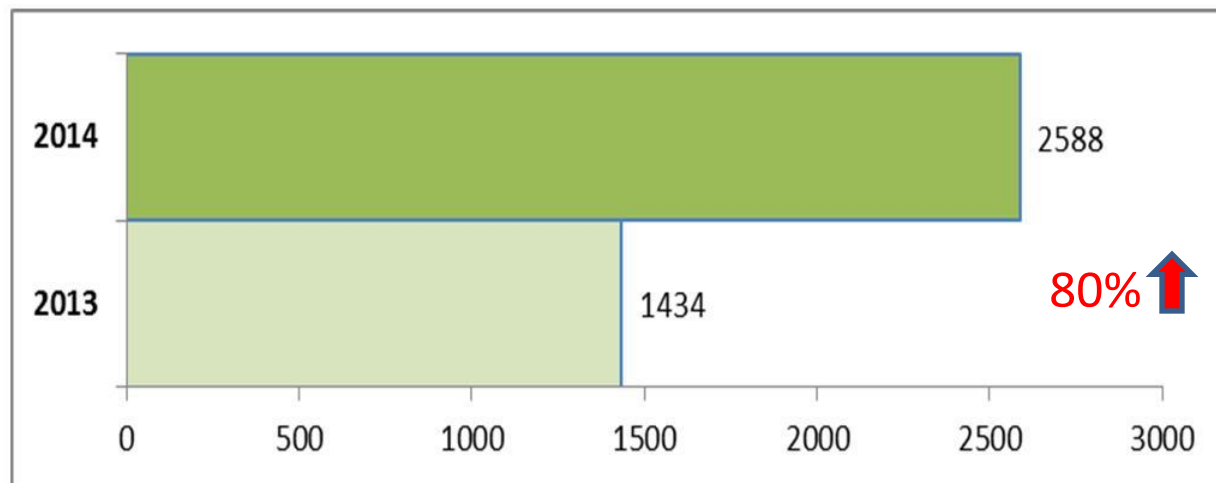
The largest increase of 151% was seen in the 35-44 age group.



NRT orders – Quitline and Quit Online

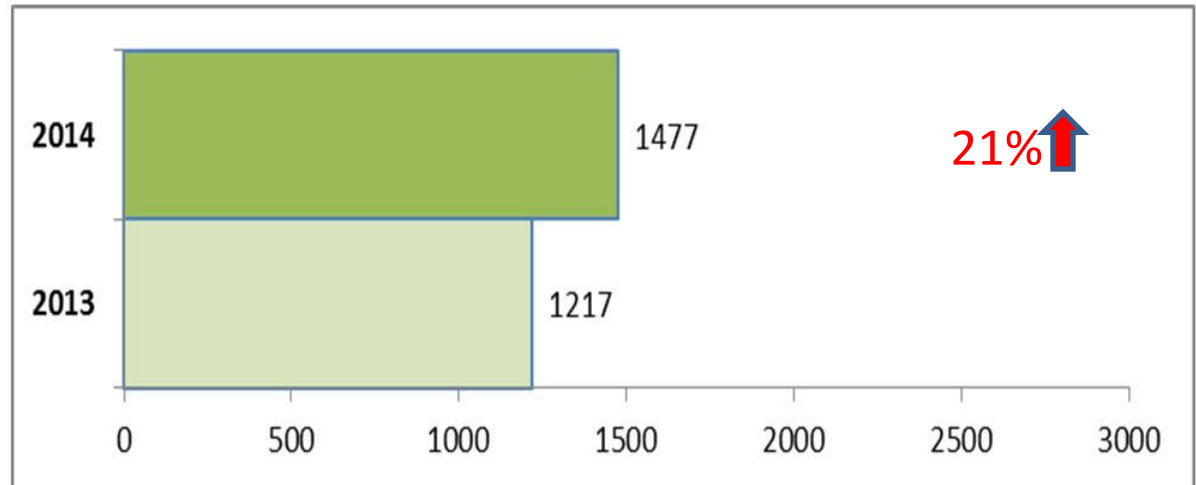
80% increase in
NRT orders for
Quitline and
Quit Online

April 2014 dual
NRT available
through
802Quits

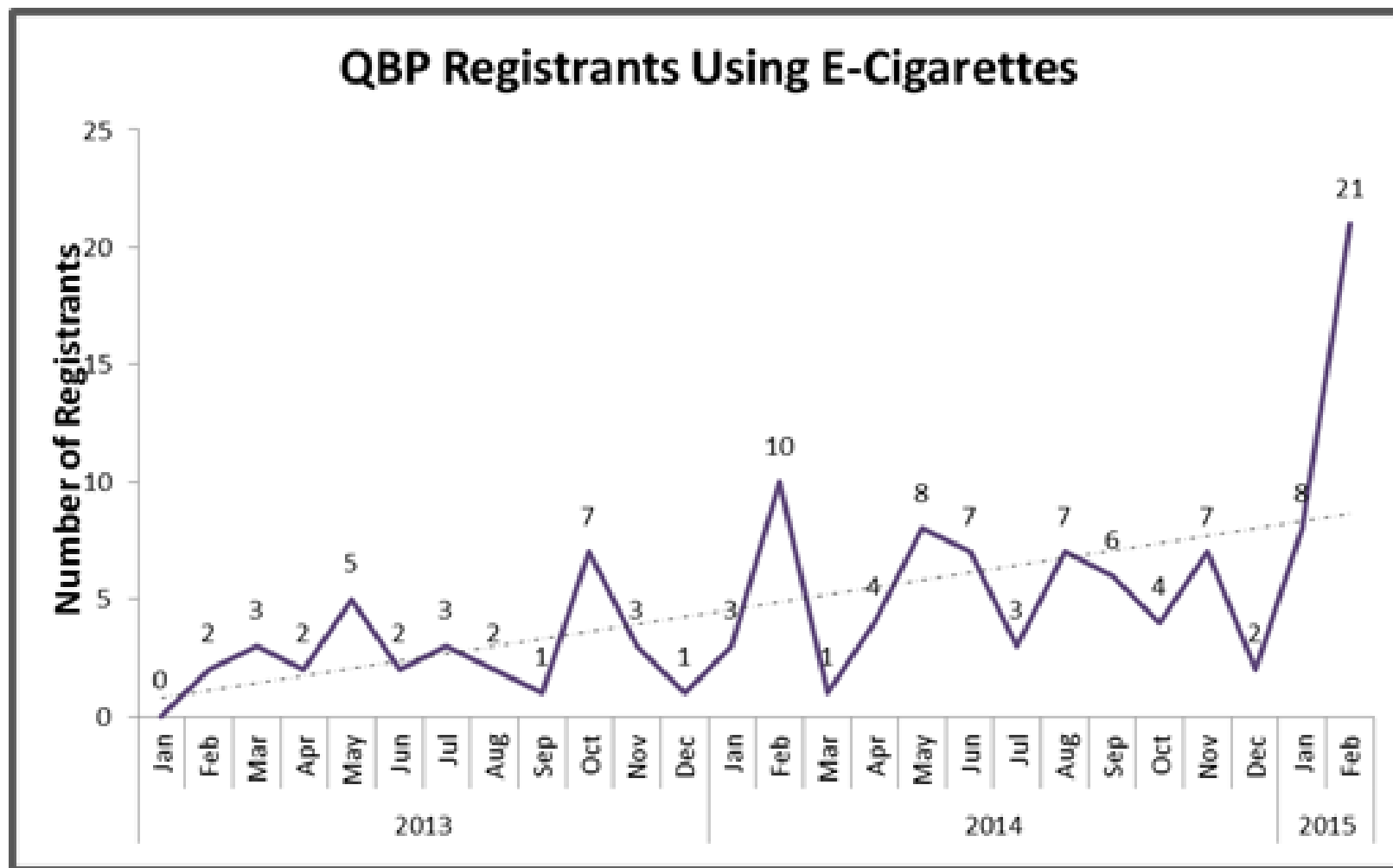


NRT Orders – Quit in Person

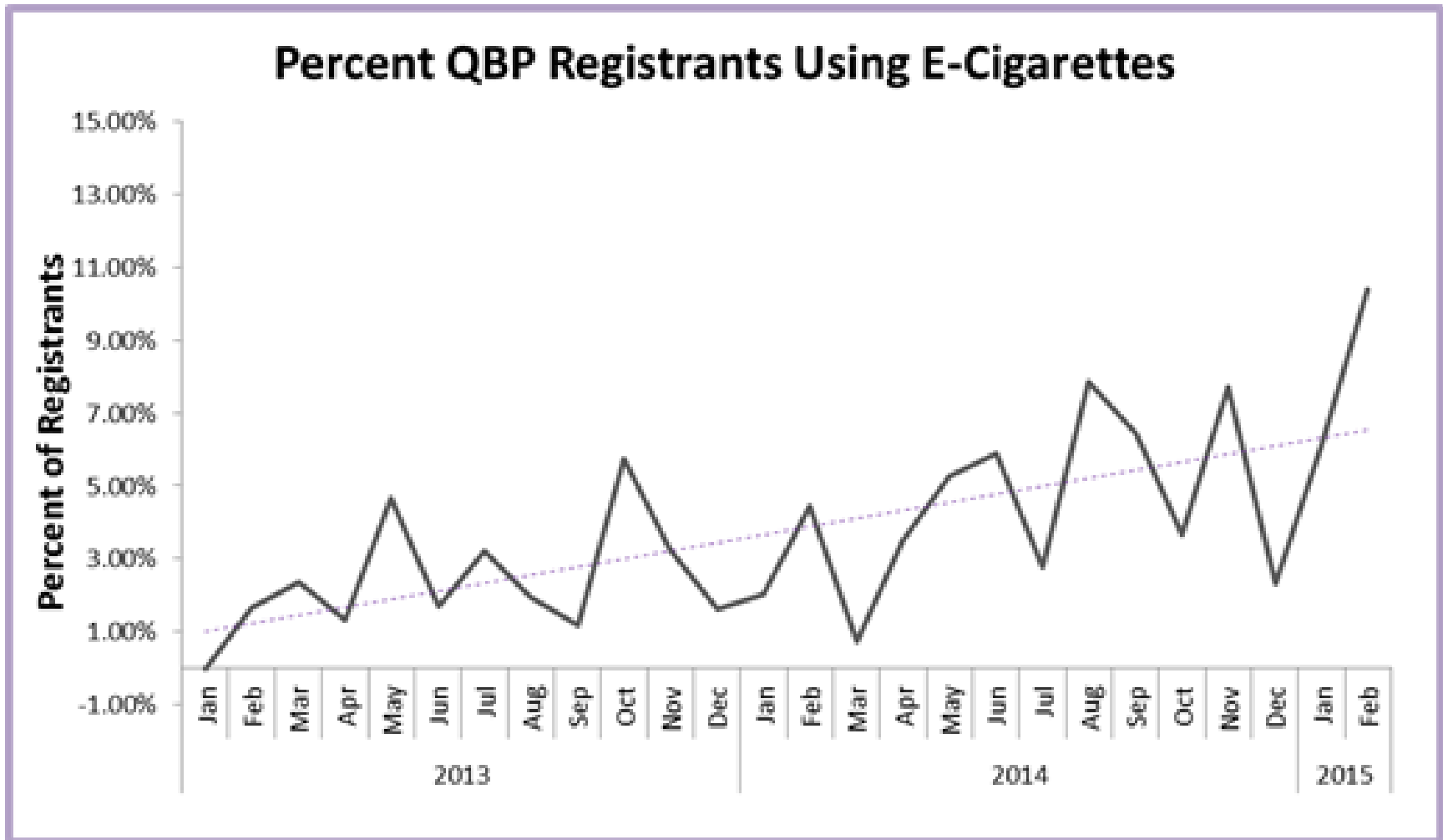
21% increase
in NRT orders
for Quit in
Person.



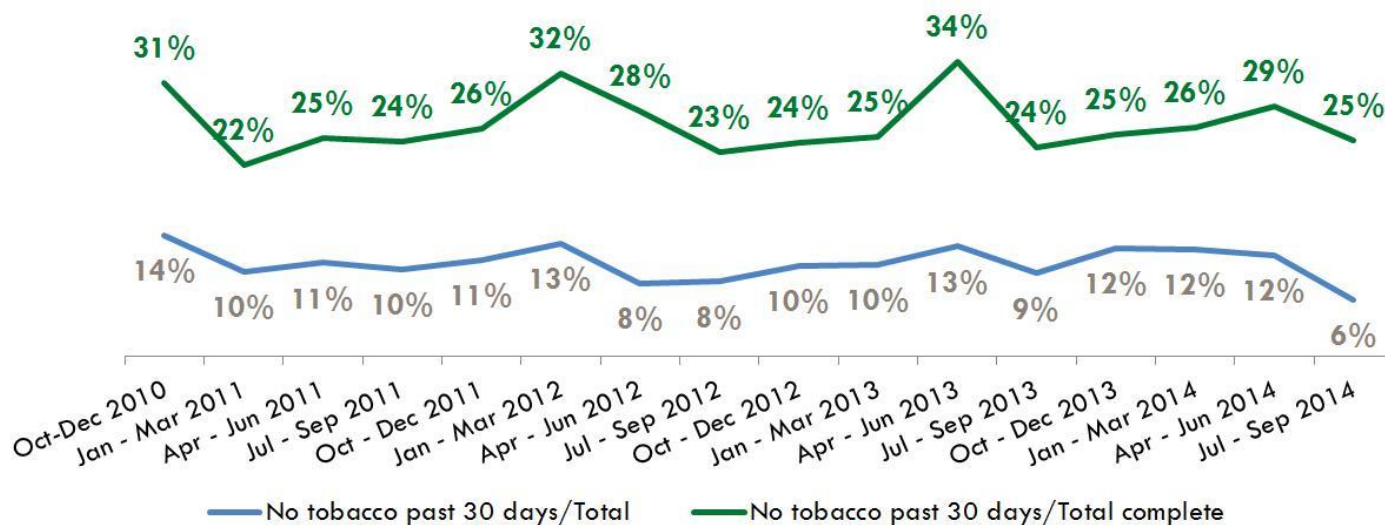
E-Cigarette Prevalence in Quitline Registrants



E-Cigarette Prevalence in Quitline Registrants

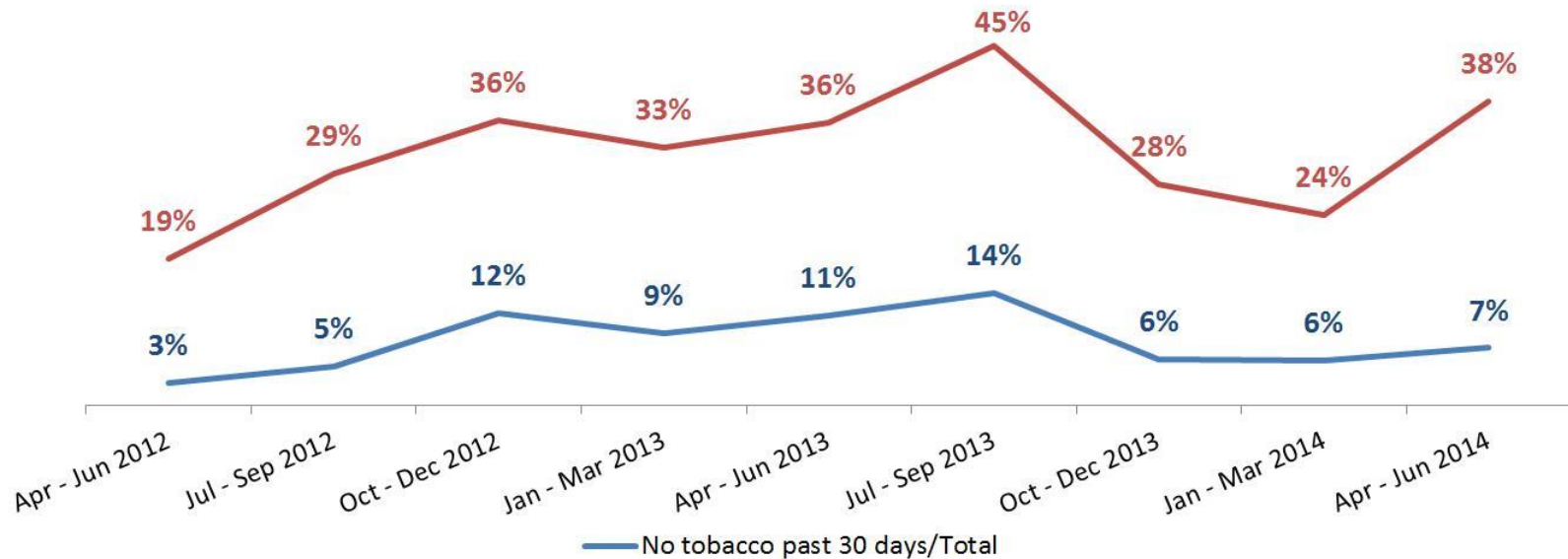


Proportion of **quit by phone participants reporting
no use of tobacco in the past 30 days at 7-month follow up**



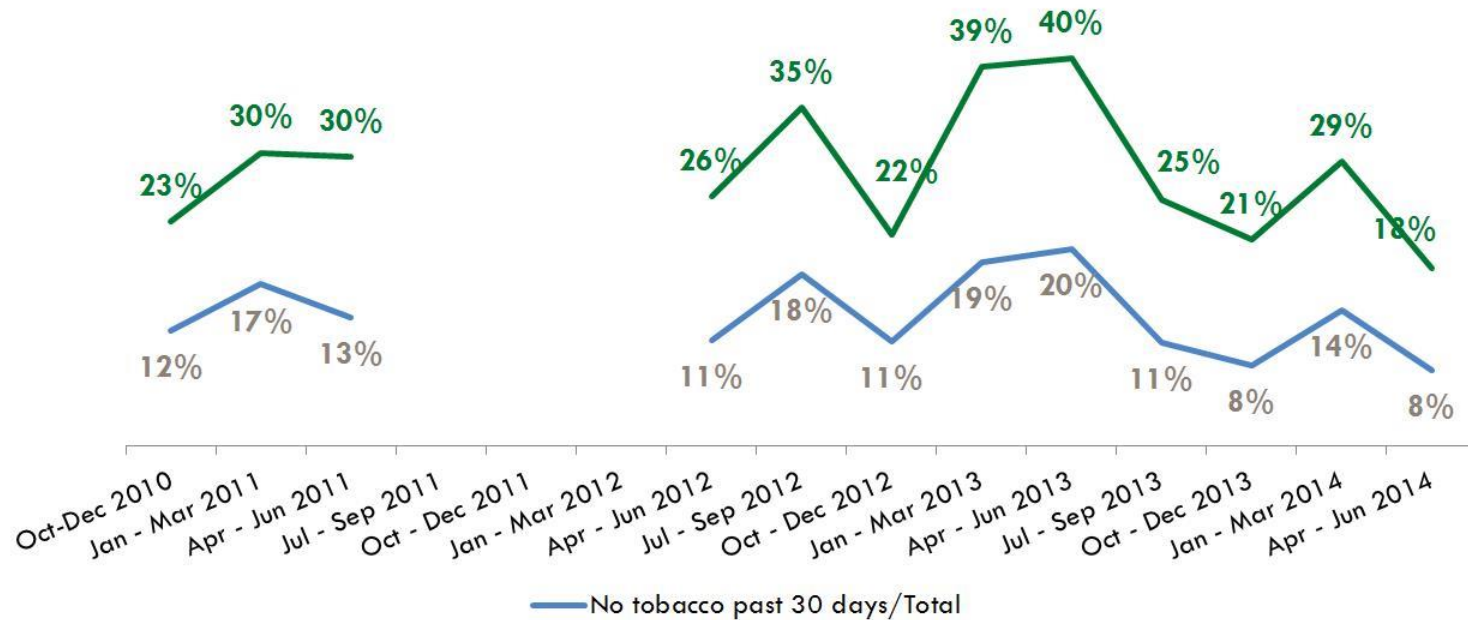
Note: The green line gives the responder proportion and the blue line gives the intent-to-treat proportion. The responder proportion is limited to individuals who completed 7-month follow-up evaluations. The intent-to-treat proportion is among all individuals for whom follow-up surveys were attempted and assumes that all individuals who were contacted for, but did not complete, 7-month follow-up evaluations used tobacco in the 30 days.

Proportion of quit **online** participants reporting
no use of tobacco in the past 30 days at 7-month follow up



Note: The red line gives the responder proportion and the blue line gives the intent-to-treat proportion. The responder proportion is limited to individuals who completed 7-month follow-up evaluations. The intent-to-treat proportion is among all individuals for whom follow-up surveys were attempted and assumes that all individuals who were contacted for, but did not complete, 7-month follow-up evaluations used tobacco in the past 30.

**Proportion of quit in person participants reporting
no use of tobacco in the past 30 days at 7-month follow up**



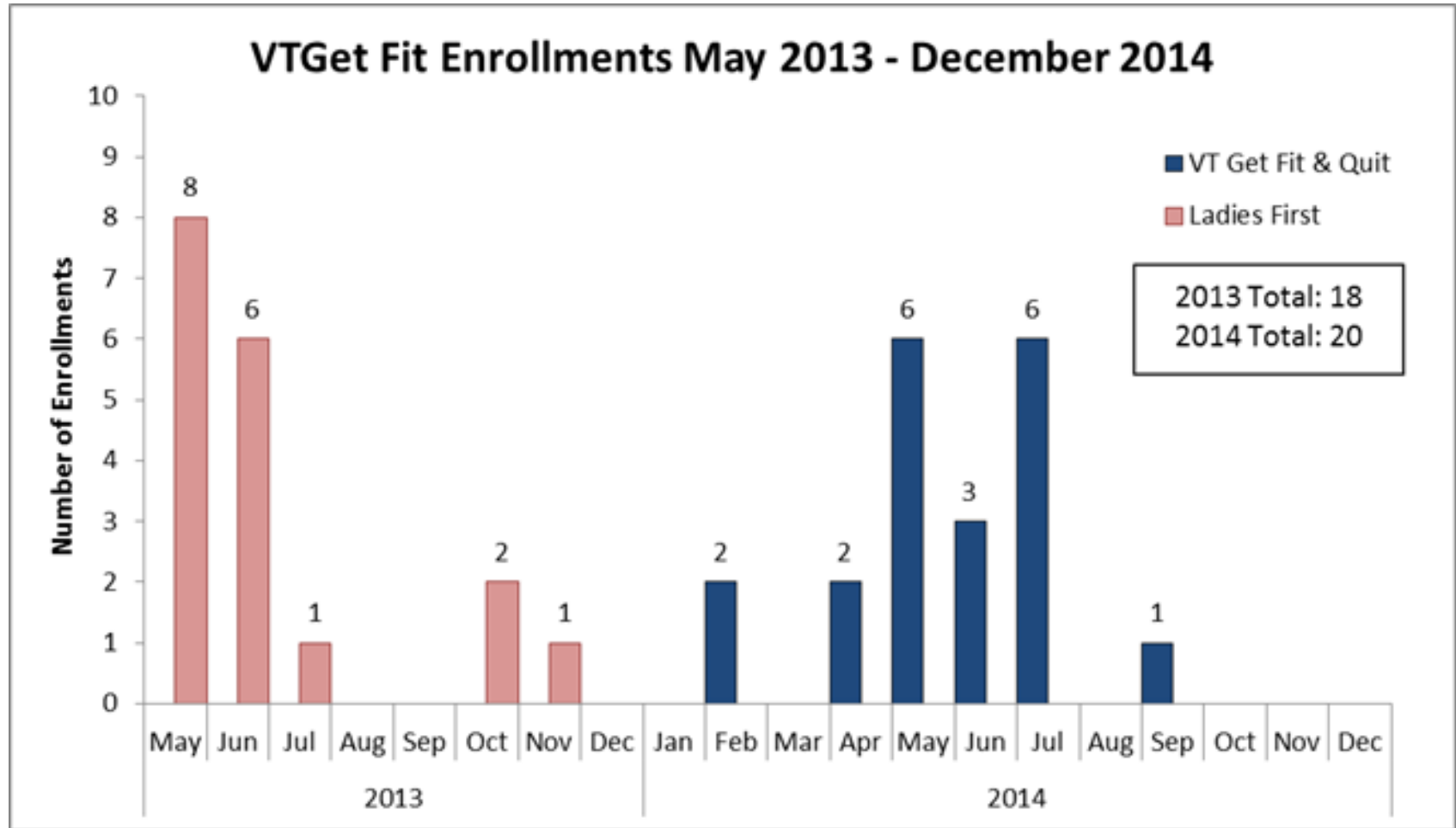
Note: The red line gives the responder proportion and the blue line gives the intent-to-treat proportion. The responder proportion is limited to individuals who completed 7-month follow-up evaluations. The intent-to-treat proportion is among all individuals for whom follow-up surveys were attempted and assumes that all individuals who were contacted for, but did not complete, 7-month follow-up evaluations used tobacco in the past 30 .

GetFitVT Enrollments

What is GetFitVT?

- The Vermont Department of Health partners with National Jewish Health to offer GetFitVT, a weight management program offered to smokers and former smokers.
- GetFitVT is a 52-week program with online activity and nutrition lesson modules that can be conducted at an individual's own pace.
- The program offers participants 13 coaching calls to provide one-on-one support, a complimentary activity meter to track fitness level, and a complimentary digital scale with a wireless antenna connection to a personal computer to track weight.

GetFitVT Enrollments



GetFitVT Enrollments

Additional Outcome Data

- Of the 9 participants enrolled in 2013 for whom additional records of BMI were provided after initial recording:
 - **8** participants had a lower BMI
 - **1** participant had a higher BMI
- Of the 11 participants enrolled in 2014 for whom additional records of BMI were provided after initial recording.
 - **6** participants had a lower BMI
 - **3** participants had a higher BMI
 - **2** participants had no change in BMI

Quit Tips Fall 2014 Media Overview

**A TIP FROM A
FORMER
SMOKER**

Quit Tips Fall 2014 Media Overview

- **Timing**

9/29/2014 – 11/16/2014

- **Target Audience**

Adults 25-34

- **Media Tactics**

Television & Online

- **Media Expenditure**

\$43,195

- ❖ Media buy targets low socioeconomic status and male smokers.



VT Quit Partners Fall 2014 Media Overview



VT Quit Partners Fall 2014

Media Overview



□ **Timing**

10/6/2014 – 11/23/2014



□ **Target Audience**

Adults 25-34

□ **Media Tactics**

Television & Online



□ **Media Expenditure**

\$43,707



- ❖ Media buy targets low socioeconomic status and male smokers.

Quit Tips Q1 2015 Media Plan

□ **Timing**

12/29/2014 – 2/8/2015

□ **Target Audience**

Adults 25-34

□ **Media Tactics**

Television & Online

□ **Media Expenditure**

\$66,100

□ **Goal**

150 Gross Rating Points
(GRPs) per week



- ❖ Media buy targets low socioeconomic status and male smokers. Vermont Department of Health

VT Quit Partners Q1 2015 Media Plan



□ **Timing**

12/29/2014 – 2/8/2015

□ **Target Audience**

Adults 25-34



□ **Media Tactics**

Television & Online

□ **Media Expenditure**

\$33,500



□ **Goal**

150 Gross Rating Points
(GRPs) per week



- ❖ Media buy targets low socioeconomic status and male smokers.

Upcoming 2015 Cessation Initiatives



Text support to Quit Online Fall 2015

Evaluating quit outcomes 3 months every year

New group CPT code and promotion

Begin outreach to LGBT smokers Summer 2015

Recruiting for testimonial from military/veterans using 802Quits

Translating cessation materials with Refugee Resettlement Program

Partnering with DMHC Health Promotion Research Center for outreach to tobacco users with mental health issues